

REMARKS

This amendment is in response to the Office Action of May 7, 2007 in which claims 1-16 were rejected.

Regarding the objection to the Abstract, the Abstract has been amended as suggested by the Examiner. Withdrawal of the objection is requested.

Regarding the objection to claims 1, 9-10 and 12, the “partially contents” phraseology has been cancelled. Withdrawal of the objection to claims 1, 9-10 and 12 is requested.

Regarding the statutory subject matter rejection of claims 13, 15 and 16, claims 13 and 16 have been cancelled and claim 15 has been amended to explicitly claim a computer-readable medium with computer-readable instructions for causing a computer to drive a display device, etc. Withdrawal of the statutory subject matter rejection is requested.

Regarding the indefiniteness rejection of claims 1-16, the word “contents” has been cancelled. Withdrawal of the indefiniteness rejection is requested.

Regarding the claim rejections under 35 U.S.C. 102(b), the applicant would like to make the following remarks.

The method according to claim 1 relates to rendering images on display devices with improved quality with the steps of:

1. analysing brightness information of an image,
2. calculating an individual tone rendering curve, which fits best for the particular image based on said brightness information, and
3. adjusting luminance values of pixels within said image according to the calculated tone rendering curve.

According to claim 9, there is claimed a method for rendering images on display devices with improved quality with the steps of:

1. analysing brightness information of said image,
- 1.2 acquiring ambient light information,

2. calculating an individual tone rendering curve, which best fits for the particular image;
 - 2.1 based on said ambient light information, and
 - 2.2 said brightness information, and;
3. adjusting luminance values of pixels within said image, according to said calculated tone rendering curve.

Further, the application relates to a display device for carrying out the methods of claims 1, and 9, as claimed in independent claims 10, 12.

The patentability distinct feature of the invention over the cited prior art WO 99/33684, hereinafter *Bechtel et al.*, lies in features 2, 3. According to the inventive teaching, the brightness information is used for calculating an individual tone rendering curve, which fits best for the particular image. Further, the luminance values of pixels are adjusted according to said calculated tone rendering curve.

It has been found that generic tone rendering curves do not allow adjusting the luminance values of pixels within the image to a best possible range with varying brightness conditions in images. The invention thus teaches to calculate for each image based on the analysed brightness information an individual tone rendering curve. Calculating an individual tone rendering curve provides for the best possible mapping information for adjusting luminance values of pixels. The brightness within an image may thus be best fit on the actual brightness conditions.

Differently from that, the *Bechtel* reference does not teach calculating an individual tone rendering curve, which fits best for the particular image based on said brightness information and also not adjusting luminance values of pixels within said image according to said calculated tone rendering curve.

According to *Bechtel*, a processor system may include an image brightness detector to determine measures of overall image brightness and a display pixel luminance mapping control to determine luminance settings for the display system (*Bechtel*, p. 5, l. 1-5). The display pixel luminance mapping control determines luminance settings for the display system based on basically selecting a function, which controls the mapping of the camera pixel luminance reading onto the display pixel luminance level for the corresponding display pixel (*Bechtel*, p. 25, l. 17-23).

Bechtel provides for different mapping functions, from which the display luminance mapping control can select one (*Bechtel*, p. 26, l. 27-30). A predetermined mapping may be done by using lookup tables, which translate the luminance portion for camera system output signal into pixel luminance signal output (*Bechtel*, p. 33, l. 19-22). As can be seen in figure 5, there are different graphs of display luminance mappings, from which one can select.

The patentability distinct feature lies in calculating an individual tone rendering curve, which fits best for the particular image based on said brightness information, which is different than selecting one of a set of lookup tables for mapping the image pixels. *Bechtel* does not teach or suggest to calculate the individual tone rendering curve. Rather, *Bechtel* teaches to use a pre-calculated lookup table depending on brightness information. By pre-calculating lookup tables, actual brightness histograms of an image can not be accounted for well. The pre-calculated histograms may only provide for a rough approximation of mapping, which does not provide a best fit for a particular image.

For the reasons set forth above, the subject matter of the amended claims is new over the applied prior art. Therefore, withdrawal of the novelty rejection thereof is requested.

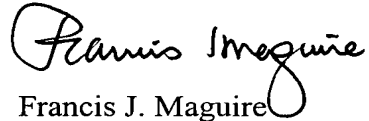
Regarding the obviousness rejection of claim 6, it depends from claim 1 and is at least patentable for the same reasons as given above. Withdrawal of the obviousness rejection of claim 6 is requested.

The objections and rejections of the Official Action of May 7, 2007, having been obviated by amendment or shown to be inapplicable, withdrawal thereof is requested and passage of claims 1-7, 9-10, 12 and 15 to issue is solicited.

This amendment is accompanied by a petition for a three-month extension of time along with the \$1,050.00 fee therefore. If the petition is missing or the

period of extension or fee is incorrect, the Commissioner is requested to consider this paper to be a petition for the appropriate extension period and to credit or debit our Deposit Account No. 23-0442 the correct amount. This request also pertains to any extra claim fees that may have been overlooked.

Respectfully submitted,

A handwritten signature in black ink, reading "Francis J. Maguire". The signature is written in a cursive style with a large, looping initial "F".

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